U.S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Information Service
821 Market Street, Room 555
San Francisco 3, California
Western Area

Approx. Time 15 minutes
March 6, 1946
District and State
Directors Can Fit to
Allotted Time.

FOOD FIGHTS FOR FREEDOM-----AT HOME AND ABROAD
(Weekly Script No. 100)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: WFO AMENDMENTS HELP CONSERVE GRAIN
GRAIN SHORTAGE
MARCH ABUNDANT FOODS
MEAT SET-ASIDE PROVISIONS
EGG CASE SHORTAGE

PARTICIPANTS: Announcer
P.& M.A.

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. Everyone of us wants to do everything he or she can, to help this great nation of ours in the reconversion to peacetime living. Our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD

ANNCR: And now here is _____ _____, assistant state director for the Production and Marketing Administration, of the U.S. Department of Agriculture.

PMA: Thank you, _____. By this time, I imagine, most folks are familiar with the nationwide program to conserve wheat and other foods needed for shipment overseas.

ANNCR: And I believe everyone will cooperate in this important program.... especially since the food we'll send will mean life for millions of starving people. By the way, is there anything new along this line, _____?

PMA: Yes there is. There's been an amendment to War Food Order 66. This change prohibits the use of wheat or wheat products in the production of malt beverages. It became effective March 1. This same amendment also limits the use by the brewing industry of all other grains...including barley malt...to 70 percent of the amount used in 1945. Small operators are restricted to a minimum quota of 180 thousand pounds of grain for each three-month period. Also, brewers can no longer use rice in making malt beverages....although it is still permissible for them to use screenings and brewers' rice.

ANNCR: That should save quite a lot of grain for shipment to Europe and the other stricken areas.

PMA: Yes....and then there's an amendment to War Food Order 141. This amendment prohibits the use of grain in the production of industrial alcohol, unless otherwise authorized by the Assistant Administrator of the Production and Marketing Administration.

ANNCR: What's the story behind this, _____?

PMA: War Food Order 141 was issued last July. At this time, the Reconstruction Finance Corporation was buying industrial alcohol produced from domestic and foreign grain. This program was discontinued in September. Since then, little grain has been used for the production of industrial alcohol. However, recent inquiries show that some processors are thinking of using grain again to manufacture ethyl alcohol.

ANNCR: And we can't spare the grain for anything except food....is that correct?

PMA: Exactly. This provision prohibits the use of wheat or wheat products in the production of industrial alcohol. Officials believe the restriction of grain for use in industrial alcohol is absolutely necessary because of the critical grain shortage.... Also the RFC still holds a large stockpile of industrial alcohol which is being made available to industrial alcohol processors.

ANNCR: As I recall, there's a shortage of grain all over the world.

PMA: Very much of a one. That's why we are having to share our supply. In the principal exporting countries, supplies of all grains on January 1 were about 15 percent smaller than at the beginning of 1945. Wheat stocks were 25 percent smaller. In fact, the current January 1 stocks of wheat are the smallest since 1940. And the amount of wheat we can spare for export is a lot less than the estimated world requirements.

ANNCR: We know that the war is responsible for most of this grain shortage.

PMA: That's it. In the first place, _____, there's been an increase in grain exports from the Northern Hemisphere...which has left us with reduced supplies. Then, too...the Southern Hemisphere countries had below-average crops for two years running. About the only grain crop that showed any increase on January 1 over the past two years was oats. Even though Canada and Argentina reported smaller oat supplies, the very large stocks in this country more than made up for this lack.

ANNCR: Then we should be able to export some of the oat crop.

PMA: Not so fast, _____. We can send only limited quantities abroad. Most of the oat supply must remain on our farms for feed. However, we're hoping that Argentina and Australia will have a surplus in some grain crops for export. Increases in supplies of rye, barley and corn are expected in Argentina. Australia may come through with an increase

(more)

PMA: (cont.) in barley. Aside from those supplies, there are little or no grain surpluses for export purposes.

ANNCR: No wonder we're launching a grain conservation program. We can see why it's urgent to prevent the waste of any wheat, and why those food orders are necessary to cut down wheat and other grains used in alcoholic beverages and industrial alcohol.

PMA: Well, suppose we turn now to news about foods on the abundant side of the ledger.

ANNCR: I'm all for that. What foods are on the abundant list this month, _____?

PMA: Well, we have eggs, frying chickens and canned citrus products. In some areas potatoes and fresh citrus fruits are also plentiful....that's especially true here in the West. The poultry picture is excellent right now. For example, on February 1 there were over two and a half times as many pounds of broilers in cold storage as there were a year ago. There were over two and a half times as many pounds of broilers in cold storage as there were a year ago. There were also over twice as many pounds of fryers and about twice the number of pounds of turkey. These holdings include stocks in both cold storage warehouses and meat packing house plants.

ANNCR: Say, that sounds pretty good. About how much poultry do we have altogether, compared to a year ago?

PMA: The official figures report over 364 million pounds of frozen poultry on hand now, as compared to over 215 million pounds on February 1, 1945....and I think you'll agree that's quite an increase.

ANNCR: I should say it is. Wish the meat situation was that good.

PMA: I'm afraid that won't be possible for some time, _____. Just last week (March 1) the Department of Agriculture announced two measures designed to step up the procurement of meat for foreign shipment.

ANNCR: What are they?

PMA: First, federally-inspected meat packers are now required to increase their pork set-asides from 10 to 13 percent. Second ...the current set-aside percentages on beef, veal and mutton have been extended to 10 states that were formerly exempted. Both measures became effective March 3 and should help to speed up the procurement of meat for foreign shipment during the remainder of the first half of this year.

ANNCR: Could you tell us exactly what these measures will mean to the federally-inspected meat packers?

PMA: Certainly, _____. The first measure...the increases in the pork set-aside...will require federally-inspected packers in 37 states to set-aside, for government purchase, a quantity of pork and pork products equal in weight to 13 percent of the live weight of hogs slaughtered each week.

ANNCR: That is, they must now set aside 13 percent instead of 10 percent.

PMA: That's right. Only 11 Southeastern states are exempt from the pork set-aside order. The second measure....which affects beef, veal and mutton...will require federally-inspected packers in nine western states and Florida to set-aside these meats for government purchase.

ANNCR: Than this set-aside must be effective here ------

PMA: It is...also in Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, and Wyoming (eliminate your state from listing). (PAUSE) And now we come to a situation which is rather ironical.....

ANNCR: How and what do you mean?

PMA: You remember that one of the abundant foods for March is eggs.

ANNCR: Yes....

PMA: Well, we're going to have plenty of eggs...but we're short on egg cases.

ANNCR: Oh....Oh....that is a problem....

PMA: Here's the situation. Government officials estimate we'll need 26 million new egg cases this spring. Under the best of conditions, there may be around 19 million new cases manufactured this year...most likely the number will actually dwindle to about 14 million.

ANNCR: Just why are egg cases so scarce, _____?

PMA: For several reasons. In parts of the South, it has been too wet for loggers to get into the woods....this naturally cuts down the supply of logs needed to make the wooden cases. Then there's a shortage of experienced labor and a shortage of equipment. We don't have the supply of second-hand cases that we used to either...almost none of the cases sent to our fighting forces were returned.

ANNCR: Can't egg cases be made of other materials?

PMA: Certainly.....fiberboard, for instance. But it's short, too. The manufacture of kraft paper used in fiberboard has been running about 35 percent behind quotas for several months. Then, too, fiber cases cannot be used in shipping eggs by mail.

ANNCR: So all this presents a problem, doesn't it?

PMA: Yes, we're going to need every case we have...and every case must make as many trips to market as possible. However, recently the the OPA took action to increase the ceiling prices on wooden egg cases....

ANNCR: And will this help any?

PMA: Well, it should permit greater production. You see, many manufacturers wound up operations under price regulations issued by OPA late last December. Under the new ceilings, prices on egg cases made from all kinds of lumber have been raised to 33 cents.

ANNCR: How much of an increase is this from the former price, _____?

PMA: The ceiling used to be 29 and one half cents for cases made from mixed varieties of lumber...and 30 and one half cents for those made from cottonwood.

ANNCR: Who's going to absorb this increase in prices?

PMA: According to OPA, resellers will absorb most if it, _____. The people who use the cases will pay only slightly more for them than they did last year.

ANNCR: Let's hope the increase in ceiling prices helps to solve this problem of the missing egg cases.

PMA: Meanwhile, we're going to need every case we have, and each case must do double duty. To waste cases may mean to waste eggs.

ANNCR: And that's no good, for the farmers or the consumers.

PMA: While we're on this subject of eggs, I believe our listeners would like to know that UNRRA flew the first 30 crates of hatching eggs to Czechoslovakia the middle of last month. This is going to help farmers re-establish their poultry production. The shipment left New York city and was flown to Stockholm, Sweden. From there, it was shipped to Prague and then to the Czech hatcheries for incubation.

ANNCR: I suppose we'll be sending more eggs this spring, since our production is so high.

PMA: About 400 thousand eggs are going to Czechoslovakia from U.S. poultry breeders between the middle of February and the middle of April. Air shipment is necessary because the eggs should be placed in incubators within seven days after they're laid.

ANNCR: Are we sending hatching eggs to any other countries?

PMA: Yes, to Poland, Yugoslavia, Greece and Albania, among others. UNRRA is also sending several hundred cockerels and pullets which were carefully selected for breeding. You'll remember that in most of these countries, the poultry numbers suffered great losses during the war. In Czechoslovakia and Yugoslavia, the loss was about 50 percent. Greece lost over one-fourth of her poultry and Albania about 20 percent.

ANNCR: Is the United States the only country sending over hatching eggs and poultry?

PMA: No, indeed. About 500 thousand eggs will come from Canada and Great Britain. The United States will be responsible for approximately one million, 500 thousand eggs.

ANNCR: Now as I understand it, these hatching eggs are going to be used mainly as foundation stock, and not for a quick meat supply.

PMA: Yes, the important thing now is to rebuild the poultry supply in Europe. With this assistance, European poultry raisers should be able to restore their flocks to prewar numbers by 1947. Since the end of the war, the plan for agricultural rehabilitation has called for the rebuilding of poultry flocks. However, the first peacetime crops had to be planted primarily for direct human consumption...they couldn't include grain for poultry feed. By next spring and summer European agriculture should be restored to the point where enough feed can be raised locally to help increase poultry numbers.

ANNCR: This report on home front food activities has come to you from the Production and Marketing Administration office at _____. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast has been a public service feature of radio station _____, presented especially for _____ farmers and consumers.

Production and Marketing Admin.
Information Service
821 Market Street, Room 555
San Francisco 3, California
Western Area

Approx. Time 15 Minutes
March 13, 1946
District and State Directors
Can Fit to Allotted Time.

FOOD FIGHTS FOR FREEDOM --- AT HOME AND ABROAD
(Weekly Script No. 101)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECT: Emergency Food Program PARTICIPANTS: Announcer & P&MA

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. Everyone of us wants to do everything he or she can to help this great nation of ours in the reconversion to peacetime living. Our government still has a tremendous food management job ahead. How is it handling this job? And what can you do to help? You'll find out if you listen each week to:

PMA: FOOD FIGHTS FOR FREEDOM.....AT HOME AND ABROAD

ANNCR: Now, here is _____, assistant state director for the Production & Marketing Administration, to give us the latest information on food. And plenty has been happening the past week, in terms of what Americans have been asked to do, to help prevent famine in Europe.

PMA: And here's the important point for all of us to remember, _____. There isn't any time to waste...the food conservation program which President Truman has outlined is something we must start today. While food problems in other parts of the world may last throughout the year ...it's what we Americans can do during the next four or five months that will really count.

ANNCR: I get it. We want to prevent starvation and famine...and the disease and malnutrition that goes with it. Thus, we must take what you might term preventive measures now...because, if we don't, it will be too late...

PMA: Right. Certainly we don't want the responsibility for NOT answering the call for help from the hungry people of the world on OUR consciences.

ANNCR: Well, from what I've been hearing, if we'll put the 39 ways to save food suggested by the Famine Emergency Committee into practice, our consciences will be clear.

PMA: Yes...and perhaps I should repeat the 9 recommendations which this committee has made to consumers, as a reminder.

ANNCR: An excellent idea....

PMA: First, prevent the waste of bread. One slice of bread may seem a small loss...but multiply it by 34 million families. If each family wastes only one slice of bread a day, that means 34 million slices....

ANNCR: And this bread would go a long way toward feeding the hungry, hollow-eyed children of Europe.

PMA: In fact, that's the whole story on saving food. When the millions of people in this country will use every bit of edible food that comes into their homes every day, they aren't going to have to make any real sacrifice. Bread is the most common item of the American diet which is wasted.

ANNCR: And bread is made from the farm product wheat, which Europe most urgently needs.

PMA: Now, the second food saving suggestion -- Use less bread at each meal. Use potatoes as an alternate for bread. Nutritionally speaking, one small serving of potatoes replaces a slice of bread. Use oats more often. One serving of oatmeal equals two slices of bread in food value. And use fruits and other desserts instead of pastries and cake.

ANNCR: In other words, cut down on the amount of wheat which we have ordinarily consumed....

PMA: If possible, cut our wheat consumption by forty percent.

ANNCR: While that forty percent may seem like quite a cut to some people, we certainly have plenty of other foods...like potatoes, for instance.

PMA: Of course we have. Here we are at the start of another marketing season for potatoes....we have a good supply of the 1945 crop on hand to fill the gap between last year's crop and the new one. Supplies of the new crop will most definitely be increasing within the next month. In fact, potatoes are an abundant food this month ...and next month...and oatmeal is also on the abundant food list.

ANNCR: Now, what's the third suggestion for consumers?

PMA: Number three is to use less wheat cereals and other wheat products... You can see that the main job ahead for consumers is to work out a diet during this food emergency which will require as little wheat as possible.

Then there are six suggestions for cutting down on the use of fats and oils. We've been asked to cut our consumption of these items by twenty percent.

ANNCR: Well, most consumers are pretty well aware of the fats and oils shortage, don't you think? They've had that one all during the war period and it's still a problem.

PMA: Even so, their efforts along the line of fat salvage and cutting down the daily use of fats and oils will need to be intensified now. The six suggestions for saving fats and oils boil down to this: Not only is it urgent for housewives to turn in used fats to their butchers. It is equally urgent for them to use what fats and oils they have wisely. For instance, to make better use of meat drippings for cooking and seasoning...to serve fewer fried foods....to render excess fats on meats and save bacon grease for cooking purposes. And to go easy on oils and salad dressings.

ANNCR: And then to turn in what may be left over to the butcher.

PMA: Yes, but first consumers should get the maximum use of meat drippings before taking them to the butcher shop. A teaspoon of fat a day, saved by every person in the country would mean a total saving of at least one million pounds a day.

ANNCR: That again illustrates how important it is to save even the smallest amounts of food in the home. If every home in the country really concentrates on saving food, we can supply the food the rest of the world needs so badly.

PMA: Here's a figure I like our listeners to consider very carefully. A year or so ago, it was estimated that the American people wasted a total of 13 billion pounds of food a year. Now, since the fighting is over, and with nearly all food unrationed, naturally, we've lulled ourselves into a kind of false security on food. We've felt that our farmers were producing plenty, so perhaps we didn't have to be so careful. So in the past six months, we've probably been wasting food at a higher rate than 13 billion pounds a year.

ANNCR: I really don't know what to say, _____, to that figure. That's kind of an expensive food waste bill, especially when folks are complaining about the high cost of living.

PMA: That's it. If we cut down food waste to a minimum, we not only can do this important humane job that needs to be done right now...but we'll save ourselves some money. After all, we don't throw money into the garbage can...but there are some people who have no qualms about throwing food which cost them money into the garbage can.

ANNCR: On the basis of the suggestions from the Famine Emergency Committee, I guess we'd better go back to our nursery rhymes and take some counsel from Jack Spratt.

PMA: Right you are. A "lick the platter clean" policy is definitely in order. Also, it is going to be important for housewives to pay more attention to the foods in abundant supply. For instance, heavier-weight chickens and turkeys are available in good supply practically every where. If we consume more chicken and turkey, that will take some of the pressure off our livestock supply. In many markets, slaughterers can barely meet the demand. And farmers are facing a feed shortage. Thus, farmers will have to cut down on the heavy rate at which they're now feeding livestock and poultry.

ANNCR: Well, as I understand it, the problem right now is to make as much grain available for human consumption as possible. But, at the same time, we certainly can't have a situation where our livestock producers will have to send their cattle to market in excessive numbers....

PMA: I'm glad you mentioned that particular problem. It's just what we don't want. But, when feed supplies are so short, you can see how necessary it is for farmers to reduce the rate of livestock feeding. This sort of policy is needed to prevent the need for excessive liquidation of livestock.

ANNCR: Did I understand you to say that farmers are now feeding cattle at a very high rate?

PMA: Yes...that's definitely been determined. Hogs are averaging about 20 pounds heavier than a year ago. Milk cows are being fed grain and concentrates at record or near record rates. The proportion of highly finished cattle being marketed is larger. The rate of eggs produced per hen is at an all-time high. And turkeys and broiler chickens have weighed heavier than usual.

ANNCR: Then, our livestock and poultry producers will also need to cut down on the amount of wheat they're feeding.

PMA: And that's being done, under the wheat conservation order. But, it's all a pretty complicated and very closely related problem... this business of determining ways to cut down the total consumption of wheat and grain products in this country. But one fact that isn't very complicated, is that millions of people in the world face starvation and famine. Furthermore, we are in a position to prevent such an appalling disaster by simply cutting down the amount of bread, flour and other wheat products we consume in our homes...by cutting down our consumption of fats and oils...and then, making sure that we waste none of these foods, or any other foods. If we do this, I'm hopeful the emergency will be over in not too many months. But it will take cooperation...and it will take doing...not tomorrow, or the next day, but today, and every day...until we get a report that the people of Europe have at least an adequate diet instead of the 1500 or 2000 calories they're existing on now.

ANNCR: Incidentally, what kind of a diet do we have, in terms of calories?

PMA: This year, on the basis of estimated food supplies available to us, our per capita consumption has been figured at about 3,360 calories a day.

ANNCR: So we can afford to spare a little food.

PMA: Well, ask yourself that question....

ANNCR: And the answer, of course, is YES.

PMA: Now, folks don't need to go off the deep end. We need to continue to eat balanced diets and to eat sufficiently. Our food-saving tendencies can also be directed toward utilizing abundant foods, as I mentioned a while ago.

ANNCR: Well, _____, this food saving program also falls into the laps of other groups in the country...besides the farmers and consumers. Seems to me, for instance, that cooperation of the food trade and restaurants is also necessary.

PMA: Absolutely. You'll remember that today I mentioned nine suggestions of the Famine Emergency Committee's thirty-nine. Twenty suggestions are made to hotels, restaurants, and other public eating places. Five recommendations are made to the baking industry. And another five, to food distributors and manufacturers.

ANNCR: Guess we haven't time to hear about these thirty other suggestions. But I believe consumers might be interested in any of the recommendations which would affect them.

PMA: In general, those for the public eating places are similar to what consumers have been asked to do, only on a somewhat larger scale. For example, hotels and restaurants and other eating places have been asked to discontinue during this emergency the use of toast as a garnish with meat, poultry, egg and other entrees. They have also been asked to discontinue the practice of placing baskets of rolls and bread on the dining room tables, and to substitute the serving of a single roll or slice of bread with the entree. Also to substitute fruit and other desserts for pastries and cakes where practicable. Then another suggestion to prevent food waste is to induce customers to order only what they will eat. If side dishes are included, the customer should request those side dishes and salads he really wants. Another suggestion is the use of boiled dressings instead of oil dressings on salad wherever possible.

ANNCR: ....which is a good suggestion for the housewife, too.

PMA: That's right. And public eating places are urged to re-use food fats and grease salvage....and to boil or broil rather than fry fish, to save fats.

These are just a few of the suggestions but they give you some idea of how this group can cooperate.

ANNCR: How about the recommendations to the bakery industry?

PMA: Certainly these will affect consumers. So perhaps I should repeat all five of them. First, to reduce by at least ten percent the weight of bread and bakery products. Wherever practical, feature smaller weight and size loaves. Slice bread thinner to give more slices per loaf. Offer partial loaves for sale to prevent waste. And save flour and fats and oils by avoiding spoilage and waste.

ANNCR: In general, a wheat, fats and oils saving program all along the line, plus an over-all food conservation program....

PMA: Yes. Then food distributors and manufacturers have about the same role to play. This group in our food picture can do a great deal to promote the use of alternate and more plentiful foods. Currently, it has been suggested that they promote the consumption of potatoes, fish, poultry, citrus fruits and seasonal vegetables. They can assist customers by providing recipes for using more plentiful foods. And a very important contribution will be in their adoption of greater conservation and prevention of waste in food distribution channels. They can encourage consumers to conserve and prevent food waste, and to re-use food fats and salvage waste fats. In manufacturing foods, it is suggested that alternate ingredients be used wherever possible, instead of ingredients which are in short supply.

ANNCR: So it looks as if Americans are going to see plenty, and do plenty, about food conservation during the next few months. This report on home front food activities has come to you from the Production and Marketing Administration office at _____. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM... AT HOME AND ABROAD. This broadcast has been a public service feature of radio station _____, presented especially for _____ farmers and consumers.

U. S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 minutes
March 20, 1946
District and State Directors
Can Fit to Allotted Time

FOOD FIGHTS FOR FREEDOM --- AT HOME AND ABROAD
(Weekly Script No. 102)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: Victory Gardens
Eat More Potatoes
Less Wheat For Brewers and Distillers

PARTICIPANTS: Announcer
P&MA

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. During the next four months, the men, women and children of America have been asked to eat less bread, less fats and oils, and other foods critically needed for shipment to starving people abroad. Our President has set up a special Famine Emergency Committee to spearhead a nation-wide food-saving drive.

PMA: We can all be active, ex-officio members of this Committee. And it will take full cooperation from each of us to banish the specter of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

PMA: Thank you,_____. By now, most of us <u>are</u> cooperating in the food-saving program. And while individually, in our homes, we are doing our part, we are anxious to keep in touch with what our government is doing, to speed the process.

ANNCR: And <u>what has</u> the government been doing,_____, since you reported to us last.

PMA: Considerable, _____...so much, in fact, that I've only picked out a few actions to discuss...First, I want to call our listeners' attention to what the organizing chairman of the Famine Emergency Committee, Chester C. Davis, has to say on Victory Gardens. Mr. Davis has urged the people to plant Victory Gardens again this year to increase the food supply. He points out that an abundance of nutritious home-grown food will permit much greater shipment of the foods so vitally needed abroad.

ANNCR: That's certainly a logical conclusion. Because the more food people grow in Victory Gardens, the larger our total food supply..and therefore the more food we can supply to foreign countries....

PMA: That's it. While we'll grow different foods in our Victory Gardens than we can send abroad, obviously the more vegetables we eat, the less bread we'll need or want. Folks will be interested to know that the Famine Emergency Committee considers Victory Garden production one of the important parts of our entire emergency food program. Mr. Davis also points out that Victory Gardens are a definite and positive way in which a large percentage of our citizens can help in relieving the suffering of the starving people of the world.

ANNCR: That should be all we need to hear on Victory Gardens,_____, to make us realize how important they are....

PMA: ....and to get our spring planting calendar in order. Many of our listeners may remember that the county agricultural agent is the person who can give them plenty of good advice on what to plant and when.

ANNCR: Then, the first thing to do, on Victory Gardens is to figure out a planting calendar and then check with the county agent's office to be sure it's okeh.

PMA: Right. Victory Gardens are one phase of our emergency food program. Now, another timely suggestion has been made regarding wheat conservation. While it concerns all of us, the main responsibility rests on homemakers. And that is to reach for more potatoes instead of more bread. As a matter of fact, this suggestion has become a kind of slogan.

ANNCR: Certainly that slogan shouldn't be too difficult to put into practice.

PMA: No, And from a marketing point of view, it has more far-reaching effects than most folks realize. We do have plenty of potatoes. Seems to me, this is the first time, since the war, that our potato crop from the previous year has been large enough to last through winter and early spring into the time when the new crop comes along.

ANNCR: I believe you're right. But, getting back to this marketing angle you mentioned ----

PMA: Most potato growers probably know that the government has just announced the price-support program for 1946 early and intermediate crop Irish potatoes. This is in line with legislation which has provided price support for certain farm crops during the war period, for two years after the war emergency is declared over.

ANNCR: And will this price-support be in the form of government purchases?

PMA: Yes. A definite price schedule has been set up and purchases on the early and intermediate crop will be made when market conditions make it necessary.

ANNCR: And by "when market conditions make it necessary" you mean?---

PMA: When prices to growers go below 90 percent of parity. However, if we replace part of our consumption of bread and other foods made from wheat with potatoes, it will help to prevent a surplus which might become a considerable burden to the government.

ANNCR: In other words, if we eat more potatoes, the government might not have to make puchases, because potato prices would remain more stable, and would not go below 90 percent of parity.

PMA: Exactly. We're lucky right now to have a good supply of potatoes. From a nutritional point of view, we can easily replace some of the bread we've been eating with potatoes. Europe needs wheat very badly, as most of us are pretty well aware. It's estimated that for every one million tons of wheat which don't reach Europe, 20 million people could go without bread for six months. And remember that bread is the main part of their food ration.

ANNCR: Well, most Americans eat bread and like it. But we have so many other foods, that bread is just kind of a side issue...important, of course, but we can cut down on our bread eating,and not really miss it...

PMA: ...Whereas a good many Europeans can't get along without bread. In some parts of Europe, the people are getting around 1,000 calories a day, about a third of what they need. In this thousand calories a day, bread represents one-half or three-fourths of their daily diet.

ANNCR: And we know one thing for sure...no one can last very long on a third of the calories he needs.

PMA: You're right. A diet of less than 1500 calories a day, on a sustained basis, means starvation. So who are we, to feel deprived, when we are asked to go without a few pastries and a slice or two of bread a day. Bread and pastries make up only one fourth of our daily diet which runs around 3,300 calories a day.

ANNCR: These figures on calories certainly prove that a lot of people in Europe are practically on the verge of starvation, if not starving already...while we in this country are very well off.

PMA: There's no question on that. We are definitely able to skimp a little here and there, for the welfare of the world in general...and to give the starving peoples of the world...whose food supplies have been destroyed by long years of war...a chance to rebuild their health and strength.

ANNCR: And when you bring out the point that by eating more potatoes, for instance, we can help to prevent a food surplus, I don't see what's so difficult about a little bread conservation in America right now.

PMA: Actually, if we cut down on our consumption of wheat products, and do everything possible to conserve fats and oils and sugar...we still will be extremely well-fed, both from the standpoint of enjoying our food, and from the standpoint of good health.

ANNCR: Also, if folks will cut down on the waste of food in their homes... on what goes into the garbage can..there'll be a lot more food for everyone. By the way, since we have plenty of potatoes, are we sending some to Europe?

PMA: Yes, we're sending some late crop potatoes to Europe. However, there are definite reasons why it's more practical to ship wheat and other cereals to Europe, instead of potatoes.

ANNCR: I suppose for one thing, wheat keeps better than potatoes do...But, how about dehydrated potatoes?

PMA: Well, first, you're right about this matter of better keeping quality of wheat. Wheat can be stored in grain elevators for months at a time before it is used. The wheat we're sending Europe can be stored in a central place and kept until it is distributed where it is needed most. As most of us know, wheat isn't damaged by long journeys in railroad cars or in holds of ships.

ANNCR: But potatoes certainly can't stand up under such treatment.

PMA: No. Potatoes deteriorate rapidly. They become unfit for either human or animal consumption unless they're given expert and expensive care in shipment from farm to consumer. Rot sets in and when one potato becomes infested with rot, the bacteria spreads rapidly throughout the rest of the lot. This is particularly true of early crop potatoes which are harvested from early spring to summer.

ANNCR: Of course that has always been a problem. We've never been able to store the early crop for later use. We have to eat it up as soon as it hits the market.

PMA: Correct. When early crop spuds are moved any appreciable distance, they must travel in refrigerator cars. If they are stored, it must be in cold storage.

ANNCR: And if I remember correctly, both refrigerator cars and cold storage are scarce items right now.

PMA: So you can see that it would be very wasteful for us to try to send early crop potatoes to Europe in place of wheat.

ANNCR: Getting back to dehydrated potatoes, what's the story on that?

PMA: I'm coming to that. I'm glad you reminded me...because a lot of folks are probably asking this same question. During wartime, the Government has converted potatoes to the dehydrated stage, in spite of the high cost of production, because it was an urgency of war. The Government has resorted to various kinds of processing to carry out price-support legislation. But, when it gets right down to cases, the simplest, easiest and most efficient way to dispose of a perishable food surplus is to eat it. For that very reason, the Government is asking the people of this country to put into action the slogan, "reach for more potatoes instead of more bread".

ANNCR: Yes, I'll agree...this matter of replacing some of the wheat products we use with potatoes does seem like a simple solution. As you bring out, while we have been sending some late crop potatoes to Europe, what those people over there want, and need most urgently, is wheat.

PMA: And since potatoes have always been a favorite American food, it doesn't require any great change in our habits of diet to do this simple job of replacement.

ANNCR: However, what about the people who have cut out potatoes because they're fattening.

PMA: Let's take care of that problem right now. A medium-sized potato is no more fattening than an apple or an orange of the same size. Actually, potatoes are one of the best balanced foods. It's the gravy or butter that folks put on potatoes that adds the extra pounds.

ANNCR: You've certainly given us all the reasons why we should eat more potatoes and less bread. Now, I have another question for you. On this business of wheat conservation, we know that farmers are having to cut down on the amount of wheat they feed their livestock and poultry..but what a lot of folks want to know, is why we can't cut down on the amount of wheat and grains used by brewers and distillers.

PMA: I think that's a very logical point. Restrictions have been placed on the use of grain and grain products by brewers. These restrictions will save one billion two hundred million pounds of grain and grain products, compared with what was used last year. Recent food order amendments prohibit the use by brewers of wheat and wheat products. That will save 60 million pounds, on the basis of what was used last year. Then, on rice, brewers cannot use rice, except screenings and brewers' rice. Last year, brewers used 962 million pounds of rice and rice products. The use of other grain products is cut to 70 percent of 1945.

ANNCR: In other words, in this matter of grain conservation, everyone is cutting down.

PMA: Yes..The restrictions on beverage distillers will save more than 3 million bushels of grain a month based on what was used last year. No wheat and wheat products can be used by distillers. Only corn that grades below No. 3 can be purchased by distillers. Distillers used 354 thousand bushels of rye in the month of January. They can now use no more than 51 thousand bushels of rye a month.

ANNCR: In summing up our discussion for today, _____, seems to me we should repeat what Herbert Hoover, the honorary chairman of the Famine Emergency Committee said the other day, from Eruope. Mr. Hoover very forcefully has told us that the next 120 days are what counts.

PMA: And so, what we Americans can do in the way of over-all food conservation, and mainly in conserving wheat, fats and oils, during the coming four months will determine the solution of the present world food emergency.

ANNCR: So it looks as if Americans are going to see plenty, and do plenty, about food conservation during the next few months. This report on home front food activities has come to you from the Production and Marketing Administration office at _____. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast has been a public service feature of radio station _____, presented especially for _____farmers and consumers.

U. S. DEPARTMENT OF AGRICULTURE
Production and Marketing Admin.
821 Market Street, Room 609
San Francisco 3, California
Western Area

Approx. Time 15 minutes
March 26, 1946
District and State Directors
Can Fit to Allotted Time.

FOOD FIGHTS FOR FREEDOM --- AT HOME AND ABROAD
(Weekly Script No. 103)

District and State Directors are urged to time all scripts in advance. News releases from this office are a good source of additional news items.

SUBJECTS: Fat Salvage Part of Food Conservation
Allocations to Europe

PARTICIPANTS: Announcer
P&MA

NOTE: This full 15-minute script may be used as such, and also revised slightly at the indicated place, to serve as separate scripts for broadcast over stations other than regular program.

All music directions are purely optional, but would add finish to broadcast.

MUSIC UP AND UNDER

ANNCR: Good _____, friends. We bring you another of our weekly broadcasts about food. During the next four months, the men, women and children of America have been asked to eat less bread, less fats and oils, and other foods critically needed for shipment to starving people abroad. Our President has set up a special Famine Emergency Committee to spearhead a nation-wide food -saving drive.

P&MA: We can all be active, ex-officio members of this Committee. And it will take full cooperation from each of us to banish the specter of famine from war-ridden Europe and Asia.

ANNCR: Now, here is _____, assistant state director for the Production and Marketing Administration, to tell us about latest developments in our emergency food-saving program.

P&MA: Thank you,_____. In recent weeks, we've talked mainly about the importance of wheat. So, perhaps it's high time we go into the urgency of saving fats and oils...and salvaging used fats.

ANNCR: I'm sure our listeners know,_____, that fats and oils are in short supply...because you just can't find any cooking oils to speak of in grocery stores. Now, this shortage as I recall, is due to the fact that our imports are way down.

PMA: Yes, that's one of the reasons. However, the first contributing factor to this shortage is that home production is down. It's going to be less this coming year than last. Acreage plantings for 1946 vegetable oil seed crops will be considerably less, according to present estimates. Soybeans for oil show a decrease of twelve percent and flaxseed, fourteen percent.

ANNCR: All the more reason for the housewife to use fats and oils sparingly.

PMA: Right. Then another factor is that the need for fats and oils overseas has increased...and the third factor you've already mentioned. We are unable to import sufficient quantities.

ANNCR: And the reason imports are low is because it's going to take time to rebuild the processing mills that were destroyed by war in the Philippines and East Indies...

PMA: Also we aren't able to import as much from South America. Before the war we were getting two billion pounds of fats and oils each year from the Far East.

ANNCR: As I understand, most of this was made from copra...the dried coconut meat.

PMA: And not only were the processing plants which turned the copra into fats and oils destroyed...but the coconut groves were neglected and the Japs destroyed the shipping system between the islands. They sank or took over the small boats used by the natives to pick up the copra. So it's going to take quite a while to rebuild the plants, get the groves in good conditions and rebuild the inter-island shipping system.

ANNCR: In other words, we can't just sit around and wait for these imports to start again....we have to do something in the meantime to maintain an adequate supply....

PHA: Of course, the answer to that is NOT wasting fats and oils...using them carefully...getting the most good possible out of what's available to us. However, the shortage not only hits the supply of fats and oils we consumer as food...but it's having a serious effect on our supplies of inedible oils, particularly those used for soapmaking.

ANNCR: From what I've heard, we Americans use plenty of soap, too.

PHA: Do we! About 10 million pounds a day....three and a half billion pounds a year. So, to get that soap we need a lot of salvaged fats and oils....because not only is soap important in our homes, but it's needed for industrial purposes...for the making of textiles, leather, rubber and many other products.

ANNCR: It's certainly plain to see we need soap...and therefore we need sufficient supplies of inedible fats and oils...which, to the housewife, means we need every bit of used kitchen fat she can turn in to her butcher.

PHA: Actually, saving kitchen fats and oils should be almost second nature for the American housewife by this time. She's been contributing to a fat salvage program all through the war.

ANNCR: Yes, but if I remember correctly, housewives slackened down a bit on this, just about a year ago...when it looked as if the war would be over soon.

PHA: That's true, all right. However, now more housewives realize how urgent the fat saving program still is. We've been getting increased fat collections throughout the country. Collections in the entire nation were about twelve and a quarter million pounds in February, which was only a 28-day month. Here in our own state (indicate whether collections in your state are UP or DOWN.)

ANNCR: It just occurs to me...housewives are going to need more soap than usual for their spring cleaning. So if they want the necessary soap, sounds like they'd better double their efforts to save used kitchen fats.

PMA: A very good suggestion. I'm sure housewives would be interested to know that the used fats saved last year, most of which were from their kitchens, meant a difference of about 13 percent in the supply of soap available to civilians.

ANNCR: Then you could say that 13 percent of the soap we had last year was possible because of fat salvage.....

PMA: That's it. The Fat Salvage Program during 1945 produced enough fats to make all the yellow bar laundry soap we used. And every time a housewife takes a pound of used fats to her butcher, whether she knows it or not, it takes just that much fat to make a 24-ounce package of laundry soap.

ANNCR: No wonder the government considers this such an important salvage job.

PMA: Yes, and it's all the more important right now. We must supply edible fats and oils to Europe. The shortage was very great there during the war, and at present, it's causing nutritional deficiencies. Most folks may remember that fats are included in the Basic Seven list of foods required for an adequately healthful diet. Fats supply certain vitamins which become available for body use following digestion and absorption. While they are essential in the diet, relatively small amounts are needed. But the effect on health is very bad, if a person doesn't get any food fats.

ANNCR: That's why it's so urgent for us to send some fats and oils to Europe now, even if it is a small amount.

PMA: It's desperately urgent. Wheat is the first food item they need over there. And fats and oils are second to wheat. The Famine Emergency Committee, you'll remember, has asked the people of this country to voluntarily give up two-fifths of their normal purchases of food fats and oils during the next four months.

ANNCR: And the best way to do that is to get the maximum use from cooking fats.

PMA: Yes. It's generally felt that we can reduce our purchases of food fats by two-fifths without affecting our high standard of diet simply by doing what you suggest....by getting the maximum use out of cooking fats such as beef drippings, bacon fat, chicken fat and so on.

ANNCR: With so many chickens coming to market, housewives ought to be able to salvage considerable cooking fat....most of these heavier hens I've seen are plenty fat.

PMA: And when these cooking fats have been used to the fullest, they can go in the can for delivery to the butcher.

ANNCR: Then, conserving and using food fats and oils, and saving all possible used fats for the salvage program is going to be a main factor in our ability to supply Europe with fats and oils.

PMA: ....especially when saving just one teaspoon of fat a day, by every man, woman and school child in this country will mean a total saving of at least one million pounds of fat a day.

(NOTE: The foregoing section, devoted mainly to fat salvage program, runs about seven or eight minutes and could be used as separate script, if necessary closing announcement is added, as a tie-in with the food conservation program.

The following section runs six to seven minutes and could be used as a separate script on the food conservation program.)

ANNCR: There are <u>two</u> main ways that each of us can help the Famine Emergency Committee to supply food to the millions of starving people in Europe---<u>first</u>, by cutting down on the amount of bread and other wheat products we eat....and <u>second</u> by buying less food fats and oils, conserving cooking oils and turning used fats into the salvage drive.

PMA: That's it, in a nutshell. We are not being asked to cut our consumption of all foods. But we ARE being asked NOT to waste food at the terrific rate we have been wasting it. We are also being asked to eat more of the plentiful foods, and less of the scarce ones.

ANNCR: Well, since it's the first week in April, and we are asked to consume more of the plentiful foods, suppose you tell us what's on the abundant food list for this coming month.

PMA: Thanks for the reminder, _____. The U. S. Department of Agriculture has put these foods on the April list, for the nation as a whole --- eggs....chickens .... large turkeys....potatoes....fresh citrus fruits....cauliflower....and fresh and frozen fish. Then here in the West, where weather permits the earlier planting of many truck crops, we can expect to find plenty of asparagus, spinach and carrots. And along about the last of the month, there should be good supplies of green peas.

ANNCR: Sounds like good eating to me.

PMA: Exactly. There has been no question about the fact that Americans will have good eating, inspite of the large amounts of certain foods we'll be sending abroad. The food allocation for shipment abroad during the January through March period this year, to combat starvation in liberated and occupied countries, amounted to 3 million 813 thousand tons. Wheat, flour and other grains made up about 71 percent of the estimates for foreign claimants.

ANNCR: How does this stack up with what we sent abroad last year?

PMA: Liberated and occupied countries received a little over eight and a half million tons in 1945. So, you see, we are increasing our allocations to this group. But, still, we'll be eating at least ten to twelve percent more food on the whole, than we did before the war...and at least as much as we had last year.

ANNCR: ...all of which bears out the point you mentioned that we have plenty of food for home consumption.

PMA: Yes...and I'd like to make another point clear. The United States is providing a large proportion of the food going into liberated and occupied areas, largely because we have the best food supply. But other countries are supplying substantial quantities. Canada is exporting food at a higher rate than ever before in history. Australia is doing her part....

ANNCR: And there's been severe drought in Australia, too, as I remember.

PMA: But despite the drought conditions, the Australians have pledged themselves to help the starving millions in Europe. At the United Nations Conference in San Francisco a year ago, an Australian delegate reported that his country was suffering the worst drought in their history...that this drought had endured for two years. He stated that rationing had reduced civilian consumption in Australia almost one-fourth below pre-war levels... "But, he said, "we will reduce our civilian rations even further...we will do our full share to feed the starving peoples of Europe".

ANNCR: So there's no question about full cooperation from Australia.

PMA: New Zealand is also helping. So are countries in the Caribbean Area. South American countries are adding food to Europe's empty cupboard. Argentina is handicapped by severe droughts and a limited internal transportation system, but she is contributing, nevertheless. Even Denmark, Norway and Sweden are exporting a few items, although their own diets are short on some essential foods.

ANNCR: I'd like to ask this question,_____. Can we hope that the 3 billion 800-some thousand tons of food we've allocated the first three months of this year, and what we'll be sending in the future, plus what these other countries are sending, will prevent famine in Europe?

PMA: We are sure of this much. The actual receipt of this quantity of food in Europe, from us and the other contributing countries, plus domestic production in liberated and occupied areas, will mean the difference between starvation and subsistence to large groups of people. Further, it will mean the difference between bare subsistence and a diet sufficient to enable other groups to regain strength enough to aid in the rebuilding of their country's economy.

ANNCR: We can see from this why it's so important for us to supply wheat and fats and oils during the next 120 days.

PMA: However, I probably should mention to homemakers that the shortages of sugar, butter and fats and oils we've had in this county, and will continue to have for quite a while, have only a slight relationship to the food export program for Europe.

ANNCR: Your point is, we'd probably have these shortages, whether or not we sent food to Europe.

PMA: I'm quite sure we would, for this reason. The basic cause of the severe shortages of sugar, fats and oils in our country, as well as in the rest of the world, is the destruction of the major producing areas during the war.

ANNCR: Then, even if we didn't send any fats and oils to Europe we'd still need a fat salvage program in this country.

PMA: Yes, and we'd still need sugar rationing.

ANNCR: Thank you, _____, for giving us some ideas on how we can help to supply more wheat, fats and oils to the war-devastated areas of the world. This report on home front food activities has come to you from the Production and Marketing Administration office at _____. Listen again (next week at this same time) for current news and information on FOOD FIGHTS FOR FREEDOM...AT HOME AND ABROAD. This broadcast has been a public service feature of radio station _____, presented especially for _____ farmers and consumers.